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'If You Must Smoke'

Recognizing that tens of millions of cigarette addicts are unable or unwilling to quit despite convincing evidence of the harmful effects of cigarette smoking, the United States Public Health Service has issued a useful pamphlet called "If You Must Smoke."

The pamphlet recommends five positive steps to lower the intake of cigarette smoke: Choose a cigarette with less tar and nicotine; don't smoke the cigarette all the way down; take fewer draws on each cigarette; reduce inhaling; smoke fewer cigarettes each day. The safest formula, the Health Service still advises, is to stop smoking altogether.

The smoker's burden in choosing a cigarette with less tar and nicotine could be greatly eased if Senator Magnuson pushed his bill to require cigarette packs and advertising to carry listings of tar and nicotine content. The Federal Trade Commission has already reported the results of its tests on 127 brands; smokers should have these figures in front of them every day so that their choice could be based on content as well as taste.

"If You Must Smoke" is available free in single copies from the National Clearinghouse for Smoking and Health, 4040 North Fairfax Drive, Arlington, Va. 22203.

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SUPERMARKET NEWS, MONDAY, SEPTEMBER 30, 1968

'68 Puffers Match Last Year's Smoke

WASHINGTON. — Americans over 18 will puff up 4,280 cigarets per person this year, about the same as in 1967, the Agriculture Department estimates.

The smoking-age population is increasing and consumers have record incomes, the department says.

But, higher taxes and health hazards apparently will reduce cigaret consumption.

Cigaret output this year is expected to total about the same as the 571 billion cigarets produced last year.

The department said smaller crops and carryovers are reducing the prospective U. S. supply of tobacco this marketing year by about 4 per cent. The supply, estimated at 5.9 billion pounds, is down for the fourth year.

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SMOKING DECLINE

For the second time in history consumption of cigarettes in the U.S. has declined during the year ending June 30. Although the decrease from the 572.6 billion units smoked last year was modest (0.24%), some people, notably critics of smoking, attach great importance to the figures. The last time cigarette consumption was off was in 1964 following release of the U.S. Surgeon General report linking smoking with cancer, heart disease and other health problems. Some analysts predict that the industry will continue to grow from 1% to 3% a year, mainly because of the increase in the number of potential smokers. But tobacco companies continue to diversify. Currently American Tobacco gets about 30% of its sales from non-tobacco products, and this will increase to 50% with the acquisition of Duffy-Mott. The figure is 25% for Liggett & Myers, 18% for Philip Morris, 11% for R.J. Reynolds and 5% for Lorillard.

(16)

Source: https://www.industrydocuments.ucsf.edu/tobacco/docs/